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How to write compelling emails that sell with the Mind-Switch Method?

By Kat Corbett – 31st May 2022

The Mind-Switch Method provides a structured approach to creating story-based emails that tap into people's emotions and shift their beliefs, so they buy.

It's a simple formula that takes people through 3 phases - these are the 3 H's:

Hook, Hold and Help.

The aim of the Hook is to get people's attention so they read on.

The Hold is to introduce an idea that relates to your product or service.

And Help is used to tie the learning from the concept into a call to action.

But before you can start writing your emails you need to know where to find relevant stories to tell. You can do this with the Story Trifecta.

The Story Trifecta - where to find stories that sell in your business

When it comes to finding stories that sell in a business there are 3 places I typically look:

1. Stories about the founder like the origin story and relevant stories about their lives or inside the business - like the creative or manufacturing process for example
2. Customer stories and testimonials
3. Concepts that apply to how your product can benefit your potential customer.

The Mind-Switch Method can be applied to all of the above stories but this exercise will focus on creating stories based on concepts that apply to your business.

There are 3 steps in the process:

1. Audience research
2. Concept research
3. Writing using the 3 H's - Hook, Hold, Help.

Audience research

Before you start researching and writing your emails, you need to know your ideal clients or customer's pains, objections, and desires.

Answer the following questions to get an idea of these:

- Where are they now, and where do they want to be?
- What is holding them back?
- What do they believe now?
- What do they need to believe to purchase your product?

Once you understand the pains and desires of your audience, you can start researching relevant concepts that you can use in your emails.

Where to find concepts that you can use to tell stories that relate to your product

Identify people that inspire you, and then consume their content and identify the key concepts they teach.

I like to use Blinkist - it's an app that summarises the main ideas in books. So I can read a book in 15 minutes.

I also use Youtube and good old Google search.

Once you've identified concepts that you think will resonate with your audience - write them down. Be sure to keep a note of the name of the person you have pulled the concept from so you can credit them in your email where appropriate.

Mind-Switch Method

Once you've identified key concepts pick one idea and you can start planning your email using the Mind-Switch Method:

HOOK: Set the scene - highlight the problem/paint a picture of their ideal future

HOLD: Hold their attention - introduce the concept that will move the person forward.

HELP: Teach the lesson and tie the concept to the product you offer.

Examples

Subject: glass of red?

Life is like a full-bodied glass of beautiful red wine.

HOOK

And the older we get the better we get.

HOLD

We mellow.

We relax into ourselves.

We accept.

We also appreciate the people and things that make our lives richer.

Sometimes we need to let go of those that don't.

And that's ok.

It's all part of the aging process.

A process that makes us better.

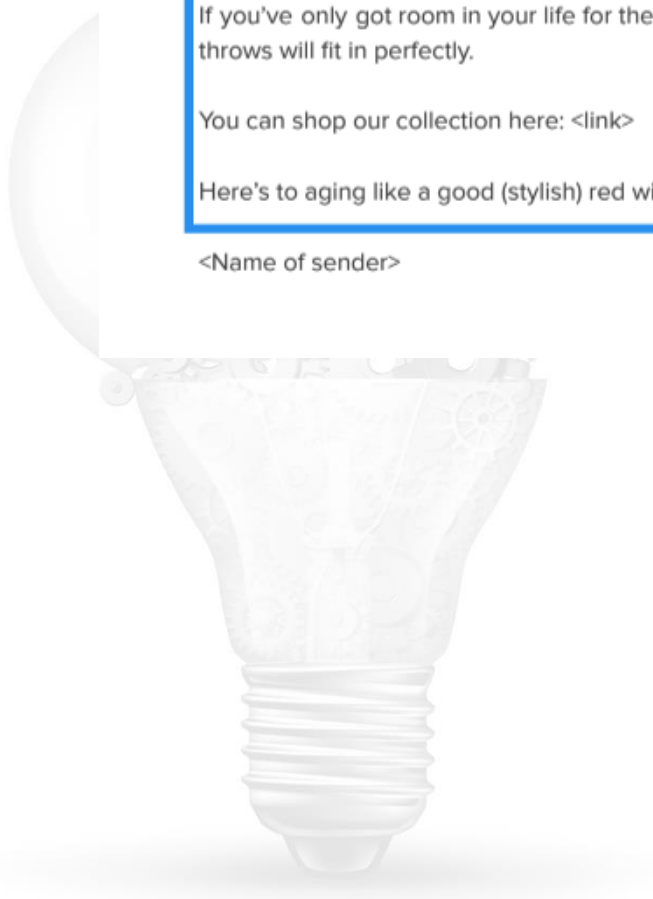
If you've only got room in your life for the good things, our pure Merino and Cashmere wraps and throws will fit in perfectly.

You can shop our collection here: <link>

HELP

Here's to aging like a good (stylish) red wine,

<Name of sender>



Subject: do something

There's one thing that will guarantee that you fail in business...

HOOK

Doing nothing.

HOLD

Being afraid of failure.

Being a perfectionist.

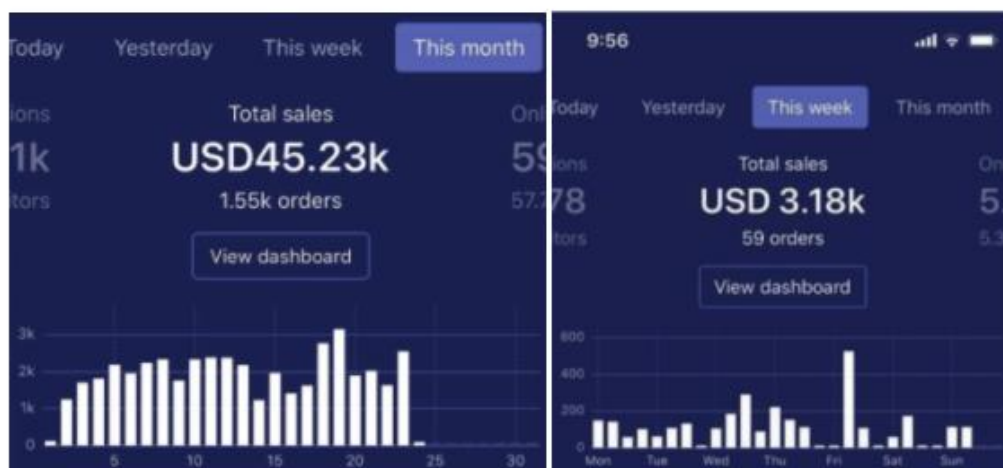
Overthinking things.

Which results in not taking action.

The most successful people in the world are action takers. They set a goal and they go for it - taking massive action despite the risks.

Like Elon Musk.

And these students who did our online course:



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If you would like to know more or require assistance please contact Kat at kat@switchcopy.co.nz and say you heard about her through The Engine.